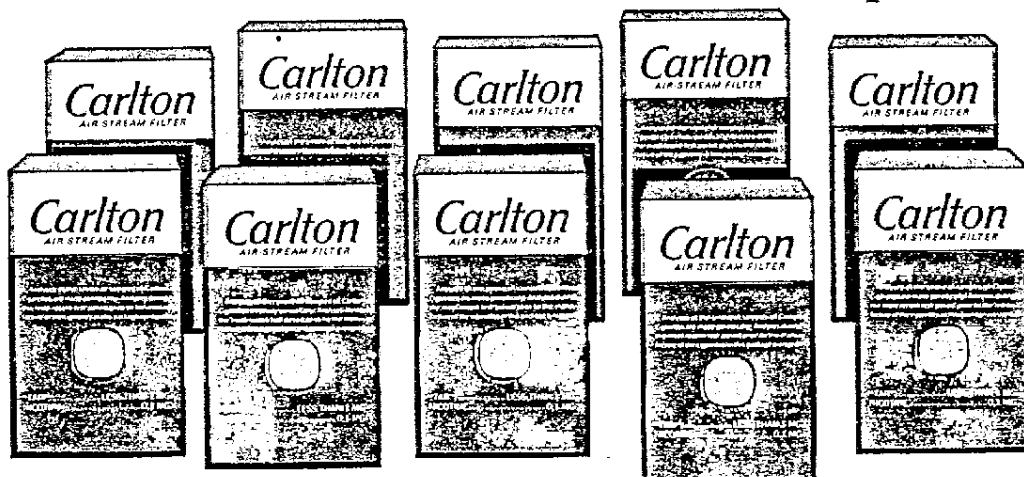


Based on latest U.S. Government Report:



Box or menthol:

**Ten packs  
of Carlton**  
have less tar than one pack of:

"LOW TAR" FILTERS

	Tar mg./cig	Nicotine mg./cig
Winston Lights	13	0.9
Doral	12	0.9
Marlboro Lights	12	0.8
Vantage	11	0.8
Parliament	9	0.6
Kent Golden Lights	8	0.7
Merit	8	0.6

"LOW TAR" MENTHOLS

	Tar mg./cig	Nicotine mg./cig
Kool Milds	14	0.9
Doral	12	0.8
Vantage	11	0.8
Salem Lights	10	0.8
Kent Golden Lights	9	0.7
Merit	8	0.6

**Carlton is lowest.**  
Less than 1 mg. tar.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

Of all brands, lowest... Carlton Box: less than 0.5 mg. tar  
and 0.05 mg. nicotine av. per cigarette, FTC Report May '78.  
Box: Less than 0.5 mg. "tar", 0.05 mg. nicotine; Soft Pack and Menthol: 1 mg. "tar"  
0.1 mg. nicotine av. per cigarette, FTC Report May '78.

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